

CHAUTAUQUA LAKE CSD
“THUNDERBIRD” NICKNAME & ALIGNED IMAGERY TRANSITION PLAN
Appendix A

To: Board of Education

From: Chautauqua Lake Leadership Team

Re: Chautauqua Lake Thunderbird Nickname
& Aligned Imagery Transition Plan

Date: June, 2023



Central Emphasis: The plan below will assist Chautauqua Lake Central School District in transitioning from the “Thunderbird” and aligned imagery to a new nickname.

This transition will be done by utilizing two shared-decision making committees/teams (see below):

- The first team will be the CL Campus Committee. This CL Campus Committee is responsible for identifying all areas where the nickname and or coinciding imagery appears and the process in which these areas are removed and/or modified. This group is made up of representatives from our Buildings & Grounds staff, CL Clerk of the Works, CPL Architectural Firm, Leadership Team members, teacher(s), community representative and a board member(s).
- The second team will be the CL Design Committee. They are responsible for working with members of our professional learning community to identify and bring to the board approval for a new “nickname.” This team will have members from our leadership team, CPL Architectural Firm, faculty, staff, students, board of education, parents and community members. It is noteworthy that some members of both team(s) may have dual roles within the district (ex. parent/teacher).

The following is the timeline for the transition plan:

June-August 2023:

- CL Leadership Team will identify and select members for the CL Campus & CL Design Committees.
- CL Campus Committee will identify and create a prioritized list of areas that have the term “Thunderbird” depicted and aligned imagery.
- CL Campus Committee will work to devise strategies to remove and/or replace the “Thunderbird” name and imagery.

September-December 2023:

- Creation of CL Design Committee.
- The Design Committee will develop strategies to gather feedback and ideas from various school community members.
- CL Design Committee will accumulate feedback from the school community, including students, parents, employees and board members to narrow down the list of possible nicknames.
- CL Design Committee will devise a method by which a new nickname will be selected.
- CL Design Committee will recommend a new nickname to the BOE no later than December 31, 2023.

July 2023 -June, 2024

- The CL Campus Committee will use a prioritized list to begin to replace “Thunderbird” imagery and nickname by June 30, 2024.

July 2024-June, 2025

- Remove any remaining “Thunderbird” graphics and imagery and/or replace it with the new nickname by June 30, 2025.